

Appl. No. 09/823,999
Amendment Dated September 15, 2005
Reply to Office Action of March 15, 2005

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (withdrawn) A method for selling having the steps of:
 signing in through an entry portal,
 selecting items for viewing, and
 dynamically displaying selected items.
2. (withdrawn) The method of claim 1 for selling having the further step of:
 remotely directing viewing of an item to be purchased.
3. (withdrawn) The method of claim 2 having the further step of connecting a shopper portal to a sales assistant's portal to provide a flow of information between said portals.
4. (withdrawn) The method for selling of claim 1 having the further steps of:
 selecting more than one item for purchase from different vendors in a single shopping session.

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5. (withdrawn) The method for selling of claim 4 having the further step of:
assembling items in one electronic shopping cart.
6. (withdrawn) The method of claim 3 for selling having the further step of:
processing purchase orders.
7. (withdrawn) The method of claim 3 for selling having the further step of:
order fulfillment.
8. (withdrawn) The method of claim 7 for selling having the further step of:
rewarding buyers for purchases.
9. (withdrawn) The method of claim 8 for selling having the further step of:
aggregating awards from different vendors into a combined award.
10. (currently amended) A computer-implemented method for ~~assisting shoppers having~~
controlling the dynamic viewing of merchandise and information over a communications
network in real-time to assist a user in the purchase of items of merchandise from a
display area in a retail store comprising the steps of:
disposing at least one video camera in the display area to scan the items of
merchandise;

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accessing the communications network and establishing a real-time interactive
electronic connection connecting shoppers electronically with a sales
assistant;
enabling a live query and response information session between a shopper and
said the user and the sales assistant; and
displaying items selected by said sales assistant directing the at least one camera
to dynamically display a plurality of images of the items selected by the
sales assistant.

11. (currently amended) The method for controlling the dynamic viewing assisting shoppers
of claim 10 having further comprising the further step of: determining shopping criteria
for the user.
12. (currently amended) The method for controlling the dynamic viewing assisting shoppers
of claim 11 having further comprising the further step of: creating a shopper profile for
the user.
13. (currently amended) The method for controlling the dynamic viewing assisting shoppers
of claim 12 having further comprising the further step of: selecting items for display based
on a the user's shopper shoppers' profile.

14. (currently amended) A computer-implemented ~~The method for assisting shoppers having~~
controlling the dynamic viewing of merchandise and information over a communications
network to assist a user in the purchase of items of merchandise from a display area in a
retail store comprising the steps of:

displaying merchandise, disposing at least one video camera in the display area to

display the items of merchandise;

creating a plurality of images of said the items of merchandise in response to a
user request;

remotely viewing said the plurality of images by the user; and

remotely controlling viewing said merchandise the at least one camera to
dynamically view the plurality of images of the selected items.

15. (currently amended) A computer-implemented method for controlling the dynamic
viewing of merchandise and information over a communications network to assist a user
in the purchase of items of merchandise from a display area in a retail store comprising
~~creating assisting shoppers having~~ the steps of:

disposing at least one video camera in the display area to display the items of
merchandise;

remotely displaying the items of merchandise in a retail setting, using the at least
one camera and the communications network;

interrogating an information source on a plurality of the characteristics of the
remotely displayed merchandise;
selecting the items of merchandise; to purchase from among the remotely
displayed items; and
~~purchasing the merchandise~~ providing a purchase gateway to enable the user to
complete the purchase of the selected items of merchandise.

16. (currently amended) A computer-implemented method for remotely controlling the
dynamic viewing of merchandise and information over a communications network to
assist a user in the purchase of items of merchandise from a display area in a retail store
comprising assisting shoppers through portals to a communication network having the
steps of:
- disposing at least one video camera in the display area to scan the items of
merchandise;
establishing an interactive session with the user and querying a shopper the user to
determine shopping objectives;
- searching a plurality of databases for items of merchandise matches in response to
said query; that match the shopping objectives;
dynamically displaying the items of selected merchandise; remotely viewing said
merchandise, for remote viewing by the user; and

dynamically altering ~~the~~ a plurality of views of the said merchandise by remote control of the at least one camera by the user.

17. (currently amended) The method for remotely controlling the dynamic viewing of claim 16 having further comprising the further step of querying the shopper user through a portal connected to a telecommunications network.
18. (currently amended) The method for remotely controlling the dynamic viewing of claim 16 having further comprising the further step of connecting a shopper portal to a shopper's shopper assistant portal to provide communication between said portals.
19. (currently amended) The method for remotely controlling the dynamic viewing of claim 18 having further comprising the further step of querying a shopper the user to determine the user's shopper mission by defining a description of merchandise sought.
20. (currently amended) The method for remotely controlling the dynamic viewing of claim 16 having further comprising the further steps of: querying a shopper the user to determine merchandise preferences, querying a shopper the user to determine demographic data, collecting data on user purchases, and creating a shopper profile on the user said shopper.

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21. (currently amended) The method for remotely controlling the dynamic viewing of claim 16 having further comprising the further step of creating a virtual shopping cart to assemble merchandise selections.
22. (currently amended) The method for remotely controlling the dynamic viewing of claim 16 having further comprising the further step of providing a purchase gateway to allow shoppers the user to arrange payment for merchandise selections.
23. (currently amended) The method for remotely controlling the dynamic viewing of claim 22 having further comprising the further step of providing delivery options to a shopper the user.
24. (currently amended) The method for remotely controlling the dynamic viewing of claim 18 having further comprising the further step of creating an interactive session between said the shopper's portal and said the sales assistant's terminal portal to exchange information on merchandise.
2325. currently amended) The method for remotely controlling the dynamic viewing of claim 16 having further comprising the further step of setting user criteria for the selection of the merchandise.

2426. (currently amended) A computer-implemented method for remotely controlling the dynamic viewing of merchandise and information over a communications network to assist a user in the purchase of items of merchandise from a display area in a retail store comprising of assisting shopper having the steps of:

~~connecting a shopper to a communications network through a communications portal~~ disposing at least one video camera in the display area to scan the items of merchandise;

~~interrogating shopper~~ the user for information on merchandise to be purchased;

~~connecting a shopper through said~~ accessing the communications network and establishing a real-time electronic connection to with a sales assistant gateway; and

interactively sharing information and video camera-scanned images on selected items of merchandise between said shopper and a sales assistant and the user through said over the communications network.

2527. (currently amended) The method of claim 24 ~~having further comprising the further steps~~ of providing said sales assistant with historical data on the user~~said shopper~~.

2628. (currently amended) A computer-implemented method for remotely controlling the dynamic viewing of merchandise and information over a communications network to assist a user in the purchase of items of merchandise from a display area in a retail store

comprising for presenting information to a shopper to assist in purchasing decision having
the steps of;

disposing at least one video camera in the display area to scan the items of
merchandise;

Originating a communications session in a network, connecting a shopper through
a accessing a communications network to a and establishing a
communications session between a user and a sales assistant;

collecting information from said shopper the user on objectives for the
communications session; and

dynamically displaying video camera-scanned images of selected items of suitable
merchandise to the user based upon on the shopper's user's objectives.

2729. (currently amended) The method for remotely controlling the dynamic viewing of claim
28 26 having further comprising the further step of presenting information on sales and
rewards to a shopper the user during the communication session.

2830. (currently amended) The method for remotely controlling the dynamic viewing of claim
28 26 having further comprising the further step of calculating the a value of merchandise
selections including discounts, rebates, sales, promotions and rewards.

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2931. (currently amended) The method for remotely controlling the dynamic viewing of claim
26 28 having further comprising the further step of providing shoppers-users access to
merchants catalogs.
3032. (currently amended) The method for remotely controlling the dynamic viewing of claim
26 28 having further comprising the further step of interrogating a merchant's inventory to
determine an availability of merchandise.
3133. (currently amended) The method for remotely controlling the dynamic viewing of claim
26 28 having further comprising the further ability to dynamically price pricing goods
based upon inventory levels.
3234. (currently amended) The method for remotely controlling the dynamic viewing of claim
26 28 having further comprising the further step of a shopper purchasing said of
merchandise by the user by making selections over said the communication network.
3335. (currently amended) The method for remotely controlling the dynamic viewing of claim
26 28 having further comprising the further step of; conferencing in one or more
shoppers a plurality of users.

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~~3436.~~ (currently amended) The method for remotely controlling the dynamic viewing of claim
33 having further comprising the further step of establishing a video chat session.

~~3537.~~ (currently amended) The method for remotely controlling the dynamic viewing of claim
32 having further comprising the further step of collecting data on shopper's the user's
purchases and analyzing said the collected data for marketing.

~~3638.~~ (currently amended) The method for remotely controlling the dynamic viewing of claim
35 having further comprising the further step of preparing a user shopper profiles profile
based on said the collected data.

~~3839.~~ (currently amended) The method for remotely controlling the dynamic viewing of claim
35 having further comprising the further step of preparing marketing reports based on said
the collected data.

~~3940.~~ (currently amended) The method for remotely controlling the dynamic viewing of claim
26 28 having further comprising the further step of notifying said shopper the user of
bargains and sales.

4041. (currently amended) The method for remotely controlling the dynamic viewing of claim
32 further comprising the step of notifying the shopper user of delivery options of for
selected merchandise.

4142. (currently amended) The method for remotely controlling the dynamic viewing of claim
35 having further comprising the further step of notifying the shopper user of delivery
modes and dates.

43. (withdrawn) A method for displaying merchandise in a space for access by remote
cameras having the steps of:
creating display areas, disposing video cameras in said display areas to scan said
displays, connecting one or more shoppers to said cameras through
communications networks for viewing, and
remotely manipulating said cameras to allow shoppers to view merchandise within
said display area.

44. (withdrawn) The method of claim 43 having the further step of shoppers accessing said
cameras through communications portals on site.

45. (withdrawn) The method of claim 42 having the further step of connecting a sales
assistant to said shopper through said communication network.

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46. (withdrawn) The method of claim 44 having the further step of the sales assistant manipulating said cameras.
47. (withdrawn) The method of claim 42 having the further step of issuing tokens to shoppers to make purchase during the shopping session.
48. (withdrawn) The method of claim 42 having the further step of a shopper making a purchase.
49. (withdrawn) The method of claim 47 of having assembling purchases from inventory and delivering to shopper.
50. (withdrawn) A method for steaming advertising to a shopper having the steps:
creating an interactive communication network between a shopper and merchants,
gathering shopper profiles,
selecting advertising based on said shopper profiles, obtaining shopper's permission
to stream messages to him, and
presenting information based on said profiles to said shopper through said network.

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51. (withdrawn) The method of claim 50 having the further step of offering inducements to obtain a shopper's consent to receive said information.